

WHAT IS CLAIMED IS:

- 1 1. A method of evaluating contacts stored in a data source, the
2 method comprising:
3 allowing a user to define a data format;
4 allowing a user to define a plurality of rules that operate on data
5 formatted according to the data format, wherein the rules are intended to assess a
6 quality of data;
7 mapping data identifying a plurality of contacts from the data source to
8 the data format; and
9 executing the plurality of rules on the mapped data to produce a set of
10 analyzed data that allows evaluation of potential contacts according to an assessed
11 quality of the data.
- 1 2. The method of claim 1 wherein the data source is either a
2 database or a spreadsheet file.
- 1 3. The method of claim 1 wherein the data source is a
2 heterogeneous data source.
- 1 4. The method of claim 1 wherein the data source comprises a
2 plurality of sales leads.
- 1 5 . The method of claim 1 wherein the plurality of rules that can be
2 defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic
3 validation rules and numeric operator-based rules.
- 1 6 . The method of claim 1 wherein the step of executing the
2 plurality of rules comprises scoring the mapped data.
- 1 7. The method of claim 6 further comprising, after executing the
2 plurality of rules, allowing a user to rank data from the set of analyzed data according
3 to its score.
- 1 8. The method of claim 1 further comprising, after executing the
2 plurality of rules, allowing a user to sort the analyzed data into buckets according to
3 whether or not the data passed specific rules identified by the user.

1 9. A method of evaluating sales leads stored in a data source, the
2 method comprising:
3 allowing a user to define a data format;
4 allowing a user to define a plurality of rules that operate on data
5 formatted according to the data format, wherein the rules are intended to assess a
6 quality of data and include spatial rules, pattern-based rules and electronic validation
7 rules;
8 mapping data identifying a plurality of sales leads from the data source
9 to the data format, wherein the data source is either a database or spreadsheet file; and
10 executing the plurality of rules on the mapped data to score the mapped
11 data and produce a set of analyzed data usable to assess the quality of sales leads in the
12 data source.

1 10. The method of claim 9 further comprising, after executing the
2 plurality of rules, allowing a user to rank data from the set of analyzed data according
3 to its score.

1 11. The method of claim 9 further comprising, after executing the
2 plurality of rules, allowing a user to sort the analyzed data into buckets according to
3 whether or not the data passed specific rules identified by the user.

1 12. The method of claim 9 wherein the plurality of rules that can be
2 defined by a user further comprise age/lineage rules and numeric operator-based rules.

1 13. A system for evaluating contacts stored in data source, the
2 system comprising:
3 a user interface component configured to allow one or more users to
4 define a data format; define a plurality of rules that operate on, and are intended to
5 assess a quality of, data formatted according to the data format; and map data
6 identifying a plurality of contacts from the data source to the data format; and
7 a rules engine component configured to execute the plurality of rules on
8 the mapped data to produce a set of analyzed data that allows evaluation of potential
9 contacts according to an assessed quality of the data.

1 14. The system of claim 13 wherein the user interface component
2 allows users to associate a score with each defined rule and wherein the rules engine
3 component scores the mapped data during execution of the plurality of rules.

1 15. The system of claim 14 wherein the user interface is further
2 configured to allow a user to rank data from the set of analyzed data according to its
3 score after the rules engine executes the plurality of rules.

1 16. The system of claim 14 wherein the user interface is further
2 configured to, after the rules engine executes the plurality of rules, allow a user to sort
3 data from the set of analyzed data into buckets according to whether or not the data
4 passed specific rules identified by the user.